

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In Re Application of: |) | |
| |) | Examiner: Yehdega Retta |
| Jim E. Rainey |) | |
| |) | Art Unit: 3622 |
| Application No: 10/661,220 |) | |
| |) | Confirmation No.: 6821 |
| Filed: September 12, 2003 |) | |
| |) | |
| For: ADVERTISING BASED ON A |) | |
| SEARCH AND USER ATTRIBUTE |) | |
| COMBINATION |) | |
| <hr/> | | |

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Office Action dated January 29, 2009, Applicant respectfully requests that the above-identified application be amended as follows and that the following remarks be considered: